

# Assessment: Assessment Plan

## Degree Program - AS - Technical Communication (MA)

**CIP Code:** 23.1303.00

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**Program Purpose Statement:** The M.A. in Technical Communication qualifies people for writing, editing, and supervisory positions in industry and for teaching in community colleges or for further graduate study. Specific aims of study include knowledge of the history, theory, research, genres, principles, techniques, and practices of technical communication.

**Modality:** 100% Online, Fully Online (86-99% Online), Face-to-Face

### Student Learning Outcome: Analysis

Students will be able to analyze and respond appropriately to rhetorical situations and key issues in the field, including the differing goals and agendas of audiences, organizations, and societies.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

### Assessment Methods

**Portfolio Review** - M.A. students will create a portfolio of documents for different audiences and organizations. One required piece in the portfolio is a course paper in which they conduct a rhetorical analysis of an artifact, situation, set of documents, or something similar. The portfolio will be evaluated by a three-member faculty committee. 90% of students will achieve the specified objective. (Active)

**Criterion:** 90% of students

**Schedule:** Students submit comprehensive portfolios in their anticipated semester of graduation (~March 15, ~June 15, and ~Oct 15) -- cumulative stats will be compiled in January for the previous year.

**Pre-Evaluation** - Midway through their coursework, MATC students submit a draft portfolio, and a faculty committee reviews the draft and offers feedback. A key component of the portfolio is a reflective essay in which students discuss the forms of analysis that were involved in designing the documents in the portfolio. (Active)

**Criterion:** 80% of students will produce a draft portfolio that is deemed successful by the review committee. All students will submit the draft portfolio, and all will receive feedback that will help them move forward to the final portfolio that they submit at the end of their degree program.

**Schedule:** The mid-program review is completed every semester in which there are students who have reached this phase in their degree program.

### Student Learning Outcome: Communication Skills

Students will be able to use a variety of appropriate communication technologies and media.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

# Degree Program - AS - Technical Communication (MA)

## Assessment Methods

**Portfolio Review** - M.A. students will create a portfolio of documents employing a variety of technologies and media. The portfolio will be evaluated by a three-member faculty committee. 90% of students will achieve the specified objective. (Active)

**Criterion:** 90% of students

**Schedule:** Students submit comprehensive portfolios in their anticipated semester of graduation (~March 15, ~June 15, and ~Oct 15) -- cumulative stats will be compiled in January for the previous year.

**Pre-Evaluation** - Midway through their coursework, MATC students submit a draft portfolio, and a faculty committee reviews the draft and offers feedback. Throughout all sections of the portfolio, students must demonstrate that they can communicate effectively with audiences in the academy and industry. (Active)

**Criterion:** 80% of students will turn in a draft portfolio that is deemed successful by the faculty review committee. All students will turn in a draft, and all will receive feedback that helps them succeed in the final portfolio.

**Schedule:** The mid-program review is conducted every semester in which there are students who are at this phase in their degree program.

## Student Learning Outcome: Theory

Students will be able to create effective and user-centered technical documentation justified with relevant theory.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

## Assessment Methods

**Portfolio Review** - M.A. students will create a portfolio of documents and reflective essays that indicate their mastery over user-centered theory. The portfolio will be evaluated by a three-member faculty committee. 90% of students will achieve the specified objective. (Active)

**Criterion:** 90% of students

**Schedule:** Students submit comprehensive portfolios in their anticipated semester of graduation (~March 15, ~June 15, and ~Oct 15) -- cumulative stats will be compiled in January for the previous year.

**Pre-Evaluation** - Midway through their coursework, MATC students submit a draft portfolio, and a faculty committee reviews the draft and offers feedback. A key component of the portfolio is a reflective essay in which students must demonstrate they are familiar with the relevant theories that inform technical communication research and practice. (Active)

**Criterion:** 80% of students will turn in a draft portfolio that is deemed successful by the faculty review committee. All students will turn in a draft, and all will receive feedback that helps them succeed in the final portfolio.

**Schedule:** The mid-program review is conducted every semester in which there are students who are at this phase in their degree program.

## Student Learning Outcome: Ethics

Students will be able to demonstrate sensitivity to the ethical, professional, and cultural issues that face technical communicators.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

## Assessment Methods

# Degree Program - AS - Technical Communication (MA)

**Portfolio Review** - M.A. students will create a portfolio of documents and reflective essays that indicate their mastery over cultural and ethical issues. The portfolio will be evaluated by a three-member faculty committee. 90% of students will achieve the specified objective. (Active)

**Criterion:** 90% of students

**Schedule:** Students submit comprehensive portfolios in their anticipated semester of graduation (~March 15, ~June 15, and ~Oct 15) -- cumulative stats will be compiled in January for the previous year.

**Pre-Evaluation** - Midway through their coursework, MATC students submit a draft portfolio, and a faculty committee reviews the draft and offers feedback. A key component of the portfolio is a reflective essay in which students are expected to discuss, among other topics, the ethical decisions they faced in designing the documents included in the portfolio. (Active)

**Criterion:** 80% of students will turn in a draft portfolio that is deemed successful by the faculty review committee. All students will turn in a draft, and all will receive feedback that helps them succeed in the final portfolio.

**Schedule:** The mid-program review is conducted every semester in which there are students who are at this phase in their degree program.

## Student Learning Outcome: Readiness for Industry

Students will be able to demonstrate the capacity to enter the workforce in technical communication as advanced hires.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

### Assessment Methods

**Professional Development Activities** - The faculty will report on companies that hire technical communicators and who visit our campus and recruit. Through our TC Alumni Association we will monitor and report annually the positions that our graduates take after graduation. (Active)

**Survey - Student** - At the end of each academic year, students in both graduate programs (MATC and PhD in TCR) will be asked to complete a survey in which they report their professional accomplishments for that year. Such accomplishments might include awards, internships, conference presentations, training, industry site visits, etc. (Active)

**Criterion:** At least 90% of MATC students will be able to report at least one professional accomplishment that demonstrates they are making progress toward being prepared for industry employment.

**Schedule:** Survey will be distributed at the end of each academic year. DGS compiles and reports results, and TCR faculty discusses to determine whether we need to make programmatic changes based on these results.

## Student Learning Outcome: Readiness for Doctoral Programs

Students will be able to enter doctoral programs in rhetoric, technical communication, and related fields

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

### Assessment Methods

**Professional Development Activities** - The faculty will monitor and report annually the MA graduates who apply for doctoral programs. (Active)

**Criterion:** It varies from year to year how many MA graduates are interested in entering PhD programs, so it is hard to set a criterion specific to this area. However, in our program overall we aim for a 100% placement rate of our graduates, whether in an industry position or an advanced graduate degree.

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**Schedule:** The DGS reports this data annually to the TCR program director.

**Survey - Student** - At the end of each academic year, students in both graduate programs (MATC and PhD in TCR) will be asked to complete a survey in which they report their professional accomplishments for that year. Such accomplishments might include awards, internships, publications, conference presentations, training, industry site visits, etc. (Active)

**Criterion:** At least 90% of MATC students will be able to report at least one professional accomplishment that demonstrates they are making progress toward being prepared for their professional lives beyond the degree (whether that means a doctoral program or employment in industry, or both).

**Schedule:** Survey will be distributed at the end of each academic year. DGS compiles and reports results, and TCR faculty discusses to determine whether we need to make programmatic changes based on these results.

## Student Learning Outcome: Professionalism

Students demonstrate a sense of professionalism and a commitment to the profession

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 08/25/2008

### Assessment Methods

**Professional Development Activities** - The faculty will report on the students who publish in industry journals and magazines, who join or continue their membership in the Society for Technical Communication and other professional organizations, and who present conference papers at professional conferences. (Active)

**Survey - Student** - At the end of each academic year, students in both graduate programs (MATC and PhD in TCR) will be asked to complete a survey in which they report their professional accomplishments for that year. Such accomplishments might include awards, internships, conference presentations, training, industry site visits, etc. (Active)

**Criterion:** At least 90% of MATC students will be able to report at least one professional accomplishment that demonstrates they are making progress toward being prepared for industry employment and/or further study in a doctoral program.

**Schedule:** Survey will be distributed at the end of each academic year. DGS compiles and reports results, and TCR faculty discusses to determine whether we need to make programmatic changes based on these results.